

# Macworld online marketing



## Mac Publishing Delivers the Best of the Mac on the Web

Every month the Mac Publishing Web sites bring you a targeted audience of over 1.7 million avid Macintosh users\*.

- Macworld.com is the place for news analysis, compelling features and reviews on the latest Macintosh hardware and software. It's smart advice from the Mac product experts.
- For late-breaking headline news in the Macintosh market as well as community forums, and tips & tricks, readers turn to MacCentral.
- No matter what Mac-related product you are buying or selling, the best place for dynamic product and price comparison is the Macworld ProductFinder.
- Macworld delivers more than 75,000 e-mail newsletters every week, loaded with headlines and highlights to keep the dedicated Mac user up to speed.
- Discover the best special offers from third party providers with Macworld Advantage, a solo e-mail to our opted e-mail list.

\*Source: WebTrends

## Macworld.com

Macworld.com is the only Web site providing in-depth reporting, news analysis, product reviews, help, and how-to advice for Macintosh professionals and savvy Mac users. In addition, Macworld's robust forum community boasts over 1,400 topics covering 25 major categories. Here, readers can chat with the Macworld editorial team and other Mac users to find solutions for technical problems, or swap opinions on hot topics.

## MacCentral

MacCentral is the leading resource for Macintosh-related headline news on the Web. Continuously updated seven days a week, this site brings readers late-breaking updates and exclusive product announcements from all over the industry. MacCentral also provides software updates, tips & tricks, forums, reader polls and more, all in a format that is engaging, fun and easy to use.

## Macworld PRODUCT FINDER

Now there's a single place where you can find top Mac products on the Web, from a variety of online retailers. Macworld ProductFinder sorts and compares products by category and provides true pricing information for better comparison. The Macworld ProductFinder is your comprehensive resource for choosing the best Macintosh products, finding the lowest prices and buying with confidence.

## Macworld e-Newsletters

Macworld e-newsletters provide readers up-to-date news and information delivered directly via e-mail. Each weekly e-newsletter is filled with recent headlines, feature highlights, a useful Mac tip, as well as industry buzz from the Macworld forums.

## Macworld @dvantage

As a service to our readers, Macworld screens and selects special offers from third party product and service providers that we feel may be of particular interest to them, and provides these offers at no cost. Macworld Advantage is the best way to stay informed about the best Mac-related deals on the Web.

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## Monthly Online Site Traffic

TRAFFIC REPORTS	TOTAL PAGE VIEWS	UNIQUE IPS
Macworld.com*	3,108,000	426,000
MacCentral*	9,151,000	1,216,000
<b>Totals:</b>	<b>12,259,000</b>	<b>1,641,000</b>

\*Source: Webtrends

## REACH THE ACTIVE BUYER...ONLINE

### Professionals and Enthusiasts

- 89% of all visitors are expert computer users or better; 50% classify themselves as "advanced users"; 39% as "computer experts"
- 70% of employed visitors are involved in "graphics/digital arts" at work.

### Interests: Targeted on News and Buying

- 86% visit Mac-related Web sites for industry and company news stories
- 84% are looking for coverage of emerging technologies
- 78% want analysis of issues facing Macintosh users
- 75% are looking for specific product reviews
- 68% want help in deciding what types of products to buy

### Loyalty and Involvement

- 66% spend thirty minutes or more at Mac Publishing sites in a typical week

### Upscale Demographics

- \$77,900 average household income
- 96% attended/graduated college or better; 59% have some post-graduate study
- 93% are male; 70% are 25 to 49 years old
- 65% use a highspeed internet connection

### Source:

Mac Publishing Online Visitors Study 2000, Karlin Associates

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## Macworld Online - A World of Opportunity

PROGRAMS	DESCRIPTION
<b>Big Boxes, Skyscrapers, Banners, and Tiles</b>	Get premium positioning and great response with a minimal investment on the pages of Macworld.com and MacCentral. Your message on big boxes, skyscrapers, banners and tiles appearing near relevant content is a sure way to drive customers to your Web site. In addition, these options are an excellent way to increase "top of mind" awareness in your target market and reinforce your brand.
<b>Reader Specials &amp; Top Offers</b>	Make a big impact for a small investment with a text ad in the Reader Specials or Top Offers areas of Macworld, MacCentral, and ProductFinder. Include your logo for an even bigger impact!
<b>Macworld ProductFinder Reseller Partnership</b>	The Macworld ProductFinder is the definitive gateway to the top Macintosh products. Sorted by category and fully searchable, many of the products have been reviewed and rated by the editors of Macworld. Visitors can compare products and prices, then buy direct from the vendor of their choice. You can reach these shoppers through banners, tiles, text ads, and more! Plus, if you are a reseller, you can join our list of reseller partners.
<b>E-mail Newsletter Sponsorship</b>	Expand your reach with our popular, weekly e-newsletter. Macworld's weekly e-newsletter provides readers with an executive summary of the most important news in the market. Macworld newsletters give you an excellent opportunity to gain the attention of our readers with your exclusive message in a well-read format.
<b>Macworld Forum Communities</b>	Reach the active readers and participants in the Macworld Forums! You can target existing forums with an exclusive top banner, or sponsor a vendor forum of your own.
<b>Macworld Advantage Opt-in e-mail list</b>	Now you can send your exclusive special offer to the opt-in subscribers within our Macworld database. It's a great way to capture the attention of active Macintosh buyers. Plus, it's just your ad, with no other competing promotions to distract from your important message.

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## Ad Specifications

AD SPACE	DIMENSIONS *	FILE SIZE
Big Box	300 x 250 pixels GIF or JPEG	20K or less
Skyscraper	120 x 600 pixels GIF or JPEG	20K or less
Banner	468 x 60 pixels GIF or JPEG	15K or less
Tile	120 x 90 pixels GIF or JPEG	8K or less
Text Ads	25 words with link 60 x 15 Logo	N/A 3K or less
E-newsletters	Text: 75 words or less with one linking URL HTML: 120 x 600 Skyscraper; 20K or less; GIF or JPEG Note: If you wish to have a Skyscraper delivered to HTML subscribers, please provide both a text ad and an HTML ad	
Macworld Advantage	Text: 400 words max, word wrapped to 65 characters per line HTML: 12 - 20 K Subject line: 60 characters max including "Macworld Offers"	
Animated GIFs	Animated GIFs are acceptable but must adhere to the file size guidelines.	
Rich Media	Java & Flash accepted at premium rate, others on a case by case basis.	
Ad Delivery	Please e-mail ads in appropriate format to your ad rep, as well as: online_ads@macworld.com.	
Deadlines	Online ads must be received two business days (48 hours) prior to posting. E-newsletter ads must be received three business days (72 hours) prior to posting.	

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## Online Terms and Conditions

A. Acceptance of advertising programs subject to space availability upon receipt of signed contract or insertion order by Mac Publishing.

B. Online advertisements are accepted upon the representation that advertiser and its agency have the right to publish and display the contents thereof. In consideration of such online publication and display, advertiser and its agency agree to indemnify and hold online publisher harmless against any expense or loss by reason of any claims arising out of online publication and display.

C. Positioning of advertisements is at the discretion of the publisher except where a request for a specific preferred position is acknowledged by publisher in writing. Material must be received by material closing date, otherwise position may be lost or requested impression level may be reduced.

D. Publisher may use prior ad material if new material is not received on time.

E. Cancellation Policy:

Any campaign can be cancelled with no penalty up to two weeks before the scheduled start date of the campaign. Campaigns cancelled less than two weeks before the scheduled start date of the campaign are subject to a 15% cancellation fee. After a campaign has started, cancellation notices are accepted with two weeks' notice. Advertisers will be rebilled for all impressions delivered through effective end date; if appropriate, short rates will apply.

F. Postponement Policy:

In cases where ad material has not arrived by the fifth working day after the agreed-upon campaign start date, Mac Publishing's postponement policy goes into effect. Mac Publishing will reduce the number of total impressions for every day the campaign is late, based on even distribution, and the advertiser will be invoiced at the original contracted dollar amount.

G. All contents of advertisements are subject to online publisher's approval. Online publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time.

H. All insertion orders are accepted subject to provisions of the current rate card.

I. Online Publisher shall not be liable for any costs or damages if for any reason it fails to electronically publish and display an advertisement. In no event shall online publisher be liable for any damages, consequential or otherwise, in excess of the amount paid for the advertisement, as a result of any mistake in the advertisement, omission from or error in any index, or for any other reason.

J. Online publisher shall have the right to hold advertiser and/or its advertising agency jointly and severally liable for such monies as are due and payable to online publisher for advertising which advertiser or its agent ordered and which advertising was published and displayed.

K. Online publisher will not be bound by conditions printed or appearing on order blanks or copy instructions, which conflict with the provisions of the rate card.

L. Online publisher is not liable for delays in delivery

and/or non-delivery in the event of an Act-of-God, action by any government or quasi-governmental entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow-down or any condition beyond the control of the electronic publisher affecting production or delivery in any manner.

M. As used in this section entitled "Online Terms and Conditions," the term publisher shall refer to Mac Publishing, L.L.C.

N. Payment in full is due within 30 days of the "live" date of advertiser's program.

P. Rates are subject to change upon notice from the publisher

## Contractual Information

- Banners and insertion orders must be delivered at least two (2) business days prior to the start of an insertion term.

- Banner changes during an insertion term must be delivered at least one (1) day prior to change.

- All advertising requires a signed insertion order.

- Any correspondence should include a list of: advertiser's name, contracted banner positions, URL link, alternative text and run dates.

- All quarterly and monthly programs start on weekdays (no holidays or weekends.)